Philip Morris Promotional Fulfillment

Coupon/Sticker UPC Data Sheet and Order Form

Use this form to provide the information about a program which will include coupons or stickers as well as a request for a UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 7th Floor, New York, New York 10017. Telephone (212) 878-2027 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 3 / 7 / 95 UPC Size %: 80 UPC CODE:

Prepared By: G. D'Alessandro Ext: 7850 OVERNIGHT DELIVERY: ☒ YES ☐ NO

Send UPC To: Name: Connie Bellando Address: L&O 17th Floor

Company Name: L&O City/State/Zip:

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: V Slims Program: ~~Slims Club #2~~ POS # 30753

Program Description: (Please Be Specific) Direct mail/ Direct VS Instant Win/ Redeemable Program = Slims Club #2 Direct

Audience Reached: ☐ Offensive ☐ Defensive ☐ Both

Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Sweepstakes Entry? ☐ Yes ☐ No

Capture Names?: ☐ Yes ☐ No

OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Is this a (check one) ☐ Serialized Coupon ☐ Non-Serialized Coupon ☐ Sticker

Distribution Date: 5 / 1 / 95 Expiration Date: 7 / 31 / 95 Estimated Coupon Redemption Rate: 20 %

Total Circulation: 400,000 Max. Redemp. Cost/Coupon: $ ____ %

Will Coupons /Stickers Be Distributed:

☒ Nationally
☐ Regionally (see below)
☐ Specific Markets (see below)
☐ On a Test Basis

Will the distribution include military?
☐ Yes
☒ No

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001)	☐ ROP/Newsp. Co-op (008)	☐ Hand Distribution (012)	☐ ON-Pack-Own Product (018)
☐ Magazine Tip-In (002)	☐ Sunday Supp.-Single (007)	☐ Retailer Coupon (013)	☐ Immediately Redeemable (020)
☐ Magazine Special Unit (003)	☐ Sunday Supp.-Co-op (008)	☒ Direct Mail - Solo (014)	☐ All Other: _____ (025) Please Explain
☐ Control Circ. Magazine (004)	☐ FSI Inserts - Solo (010)	☐ Direct Mail - Co-op (015)	
☐ ROP/Newsp. Single (005)	☐ FSI Inserts - Co-op (011)	☐ In-Pack-Own Product (016)	

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $ 1.00 Terms of Offer: (Describe completely) $1.00 off coup 1/15 on 4 packs

Discount Offered: _____ % (% of Face Value/Purchase Price)

or Check OneBelow

☐ B1G1F	☐ B2G 50¢ Off	☒ $1.00 Off Carton	☐ $2.50 Off Carton	☐ Other - Provide Details Above
☐ B2G1F	☐ B3G 50¢ Off	☐ $1.50 Off Carton	☐ $3.00 Off Carton	
☐ B3G1F	☐ Free Pack	☐ $2.00 Off Carton	☐ Checker Intervention	

FOR COUPONS ONLY

Distribution break by PM Region: **Distribution break by Market**

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1							
2							
3							
4							
5							
Total							

Approvals

Brand/Military/Sales: _____ Date: _____

Purchasing: _____ Date: _____

Market Research: _____ Date: _____

Finance: _____ Date: _____

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41076-04605

Date Assigned: 3 / 8 / 95 Assigned By: Laura Blackwell

2071423096

AFTER UPC CODE ASSIGNMENT FOLLOW INSTRUCTIONS ON BACK OF FORM.

WHITE-Accounting GREEN-Media YELLOW-Market Research PINK-Purchasing GOLDEN ROD-Requester

#4003F
PM USA/REV 9/94

Source: https://www.industrydocuments.ucsf.edu/docs/lnxn0004

INSTRUCTIONS

1. **REQUESTER (BRAND, MILITARY, OR SALES):**

   Complete the data sheet for all coupons and stickers which require a UPC and offer code. Obtain Departmental Manager approval, retain golden rod copy and submit the completed form to PURCHASING.

2. **PURCHASING:**

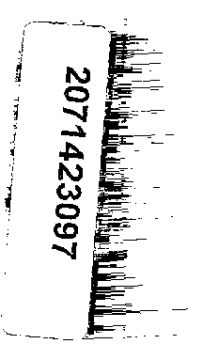
   Review and approve the data sheet. Assign a UPC/offer code and have COMPOSITION generate film for artwork. Retain pink copy and submit the form to MARKET RESEARCH.

3. **MARKET RESEARCH:**

   Review and approve the data sheet, retain yellow copy and submit the form to ACCOUNTING.

4. **ACCOUNTING:**

   Review and approve the data sheet. Enter the coupon data into both the PM-USA and CMS redemption systems. Retain the white copy and forward the green copy to media.



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